



Business U, Inc. PRIVACY POLICY

Business U Inc. is committed to protecting your privacy. This Privacy Policy applies to our website (<https://www.business-u.net/index.php>), our eUniversity (www.businessuonline.com), and our CRM technology platform, B2B Engage® (https://www.business-u.net/b2b_engage_overview.php), including any and all Mobile Apps as well as Business U subscription services offered via our weekly eNewsletter (https://www.business-u.net/enews_subscribe.php) and blog (<https://blog.business-u.net>).

This Privacy Policy governs our data collection and usage practices. By using any of the above websites, technology platforms and subscription services, you consent to the data practices described in this Privacy Policy. If you do not agree with the data practices described in this Privacy Policy, please contact Business U, Inc. via electronic mail at: Info@business-u.net.

With stringent internal policies, regulations, and safeguards including adhering to Business U's accrediting agency's ([IACET](#)) requirement to adhere to the ANSI/IACET Standard, Business U is further committed to conducting its business practices in a manner that actively supports and ensures your personal privacy at all times.

Information We Collect & Share

We only collect information that our customers have shared with us in the strictest confidence. The information we collect is via our eUniversity and subscription services. This information can include: the person's name, title, organization, address, contact phone number and email. We do not collect any information that our customers import into their B2B Engage® unique platform.

We do not release, disclose, share, trade, or sell information about current or former customers including data our customers have imported and stored in any of Business U's technology platforms, website, mobile apps., and subscription services to other companies or marketing organizations, or to anyone.

Business U restricts access to all account information to those employees and contracted third parties who require that information to provide the products or services you have requested—each of which have signed a non-disclosure agreement. Our employees and contracted third parties are required to keep your personal information confidential and secure, and to use it only for its intended purpose, or for purposes described in this notice. To guard your non-public



personal information, we also maintain physical, electronic, and procedural safeguards that comply with federal and state regulations.

Business U, Inc. is a California-based business, which makes it subject to the changes from the California Online Privacy Protection Act (CalOPPA). Business U does not track its customers to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals, since we cannot control the DNT handling of how third parties interact with our website, technology platforms, and subscriber services.

Term of Service (Use)

Business U's technology platform, B2B Engage[®] contains business and industry contacts and accounts data. Access to the system and its database is conditional upon adherence to this policy. All license/seat holders are expected to abide by the following principles and parameters of acceptable use of B2B Engage[®] and acknowledge that this kind of information can be invaluable in the context of customer relationship management—care should be taken to record, import, insert, and input any such information in an objective, neutral and factual manner.

This Policy also describes the three core principles each B2B Engage[®] administrator, super-and-end-use are required to adhere to in this Policy:

Confidentiality: ensuring that only those individuals who have a valid and authorized reason to access the information can do so.

Integrity: ensuring that information is not altered, deleted or otherwise modified by individuals or processes unauthorized to do so.

Availability: ensuring that the information can be accessed when it is required.

Security

We take all precautions to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts all data you input.

Changes in Our Privacy Policy

We periodically update this Privacy Policy. You will receive notice when this Privacy Policy is modified if you are a Business U B2B Engage[®] or eUniversity customer. The notice will be delivered via electronic mail to the signatory on the executed contract between Business U, Inc. and your organization. From time to time we may be required to make changes in our Privacy Policy.



Unless otherwise stated, this current Privacy Policy applies to all information that we have about you, your account, and your purchases with Business U, Inc.

If there are material changes to this policy or in how Business U, Inc. will use the information it has collected, you will be notified via electronic mail if you are a B2B Engage® or an eUniversity customer. You are bound by any minor changes to this policy when you use the Business U website, its technology platforms and subscriber services. Business U will never materially change our policies and practices to make them less protective of our customers' personal information.

Customer Testimonials and Comments

We post customer testimonials and comments on our website and in our proposals, we obtain each customer's consent either via electronic mail and during Business U's onsite and online training events prior to posting the customer's name, title, organization and testimonial.

External Websites

From time to time, our website, technology platforms and subscription services provide links to other websites or PDF documents. We do not control, and are not responsible for, the content or practices of these other websites or the writers or organizations who post their reports and white papers for public consumption. Our provision of such links does not constitute our endorsement of these other websites, their content, their owners, or their practices. This Privacy Policy does not apply to these other websites, which are subject to their own privacy and other policies they may have.

Contact Us

If you have any questions about this Privacy Policy and the Term of Service, or our treatment of the information you provide us, please write to us by email at info@business-u.net or by mail to: Business U, Inc., 907 Westwood Blvd., #324, Los Angeles, CA 90024.